

WHAT IS CLAIMED IS:

5

Sub B 7
1. A method of displaying a web page to a user, comprising the steps of: providing a triggering device having a unique code associated therewith, the unique code associated with a remote location on a network of the source of the web page;

10

transmitting the unique code from the triggering device to an interface system, the interface system disposed on the network at a triggering location; retrieving location information associated with the unique code from a database, the location information corresponding to the location of the web page at the remote location on the network;

in response to retrieving the location information, connecting the interface system to the remote location; and

presenting the web page corresponding to the location information of the remote location to the user via the interface system.

2. The method of Claim 1, wherein the triggering device in the step of providing is a portable wireless transponder.

3. The method of Claim 2, wherein the transponder has the unique code stored therein in a non-volatile memory.

4. The method of Claim 1, wherein the unique code in the step of providing is uniquely associated with the web page.

5. The method of Claim 1, wherein the interface system in the step of transmitting comprises a receiver operatively connected to a computer, the receiver for receiving a triggering signal having the unique code contained therein.

Sub B 7

6. The method of Claim 1, wherein the user manually enables the triggering device to transmit the unique code in the step of triggering.
7. The method of Claim 1, wherein the step of retrieving location information further comprises the step of matching the unique code with the location information of the database.
8. The method of Claim 7, wherein the database in the step of retrieving is local to the interface system.
9. The method of Claim 7, wherein the database in the step of retrieving is located at an intermediary location on the network.
10. The method of Claim 9, wherein the step of retrieving location information from the intermediary location further comprises the step of appending to the unique code routing information which defines the location of the intermediary location on the network such that the unique code is transmitted to the intermediary location in accordance with the appended routing information.
5
11. The method of Claim 1, wherein the step of connecting is performed using a browser program.
12. The method of Claim 1, wherein the steps of retrieving, connecting and displaying are performed automatically in response to the step of transmitting.
13. The method of Claim 1, wherein the step of presenting comprises displaying the web page to the user via a display operatively connected to the interface system.

Sub B 7

14. An apparatus for displaying a web page to a user, comprising:
a triggering device having a unique code associated therewith; and
an interface system disposed on a network and operable to receive
said unique code transmitted from said triggering device;
5 wherein said unique code is used to retrieve associated location
information from a database, said location information corresponding to a location of
the web page on a remote location disposed on said network;
wherein said interface system connects to said remote location in
response to said location information being retrieved from said database;
10 wherein the web page corresponding to the said location information
of said remote location is presented to the user via said interface system.

15. The apparatus of Claim 14, wherein said triggering device is a portable
wireless transponder.

16. The apparatus of Claim 15, wherein said transponder has said unique
code stored therein in a non-volatile memory.

17. The apparatus of Claim 14, wherein said unique code is uniquely
associated with the web page.

18. The apparatus of Claim 14, wherein said interface system comprises a
receiver which is operatively connected to a computer, said receiver for receiving a
triggering signal having said unique code contained therein.

19. The apparatus of Claim 14, wherein the user manually enables said
triggering device to transmit said unique code.

Sub B7

20. The apparatus of Claim 14, wherein said location information is retrieved by matching said unique code with said location information of said database.
21. The apparatus of Claim 20, wherein said database is local to said interface system.
22. The apparatus of Claim 20, wherein said database is located at an intermediary location on said network.
23. The apparatus of Claim 22, wherein routing information is appended to said unique code, which said routing information defines the location of said intermediary location on said network such that said unique code is transmitted to said intermediary location in accordance with said appended routing information.
24. The apparatus of Claim 14, wherein a browser program connects said interface system to said remote location.
25. The apparatus of Claim 14, wherein the web page is automatically displayed to the user in response to said user enabling transmission of said unique code from said triggering device to said interface system.
26. The apparatus of Claim 14, wherein the web page is presented to the user via a video display operatively connected to said interface system.